

CLAIMS

What is claimed is:

- 5 1. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a browser of a client computer system, comprising:
- receiving, at an auxiliary server, a request from client browser for a main program; and
- delivering the main program to the requesting client browser, the main program being configured to receive seller specific information, and to load and activate one or more modules including a picture displaying module for displaying selectable images, the picture displaying module being configured to moveably display, on the client browser, a set of pictures based on the seller specific information, to receive a user selection of a picture being displayed and to redirect the client browser to an auction item document at an auction site associated with the selected image.
- 10 2. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 1, wherein the step of receiving a request from a client browser for a main program includes receiving the request from an auction item description document obtained from an auction site.
3. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 1, wherein the set of pictures is displayed on the auction item description document obtained from the auction site.
- 25 4. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 1,
- wherein the picture displaying module is configured to moveably display the set of pictures at a controllable speed; and
- wherein the controllable speed is set by a pointing device connected to the client
- 30 computer system.

5. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 1,

wherein the client computer system includes a display output device and the client browser occupies a graphical window on display output device; and

5 wherein the picture displaying module is configured to moveably display the set of pictures horizontally in the client browser graphical window.

6. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 1, wherein the main program is configured
10 to load and activate a categories module that maintains a set of categories available on the auction site from the specified seller.

7. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 6, wherein the set of categories available on the auction site from the specified seller is stored on the auxiliary server.

8. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 6, wherein the main program is configured to load and activate a item links module that maintains a set of item links for one or more categories in the set of categories available on the auction site from the specified seller.

9. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 8, wherein the set of item links available on the auction site from the specified seller is stored on the auxiliary server.

25 10. A method of delivering, in the form of selectable images, a plurality of auction items of a selected seller to a client browser as recited in claim 9, wherein the set of item links includes an item name associated with each item link.